SAFFARINI

GROUP





SINAMCO combines deep local expertise with the global strength of Harman International Group — a recognized leader in integrated construction and fit-out solutions across Asia and the Middle East.
With over 1,500 professionals and fully integrated production facilities, Harman brings decades of experience from landmark projects including resorts, airports, towers, and institutional buildings.
This strategic partnership enables SINAMCO to deliver fast, high-quality, and scalable solutions in Oman — blending international standards with strong local commitment.



The power Behind

SINAMCO

Harman Manufacture Co., Ltd. is a leading Chinese manufacturer of luxury hotel, villa, apartment, and yacht furniture. Founded in 1997, Harman operates a 110,000 m² facility in Gaoming District, Foshan, and maintains two showrooms in Lecong, the heart of China’s furniture trade. With over 20 years of experience, Harman has earned a strong reputation in the high-end custom furniture indus-
— try.



Excellence, Together with

HARMAN

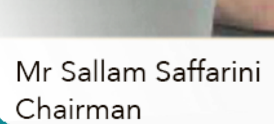
Thanks to Harman's extensive manufacturing expertise and large-scale production capabilities, SINAMCO delivers unmatched quality and efficiency in every project. This collaboration ensures access to premium materials, precise craftsmanship, and timely execution — strengthening SINAMCO's position as a trusted partner in the Gulf's construction and fit-out market.

We don't compete ....
We complete



In an increasingly complex market — where competition is fierce and customers are more demanding than ever — many rules have changed.

Today, it's the customer who decides: what we produce, how we do. it, how much we can earn, and even what design choices we should make. **They are the true protagonists.**
In this context, doing things well is no longer enough — we need to surprise. And to do that, we need much more: strategic alliances, a shared vision, and true collaboration. That's why we don't compete We complete each other — to deliver integrated, intelligent, and inspiring solutions.


Mr Sallam Saffarini
Chairman



From Vision to Reality

We Invest in People to Elevate Communities

At Saffarini Group, we believe that turning vision into reality begins with investing in the most essential element: people.
We focus on developing talents and empowering them to carry our mission with strong values and high standards — ensuring outstanding service for our clients and contributing to building more advanced and prosperous communities.

Dr Naser Ghazal Saffarini
General Manager

OUR VISION

To lead a new generation of smart construction in Oman and beyond — where global experience meets local commitment, and every project becomes a symbol of efficiency, trust, and timeless design.



OUR MISSION

SINAMCO delivers smart, integrated construction solutions by combining global expertise with local commitment, ensuring fast, safe, and high-quality project execution that creates lasting value.







Interior and exterior design

Smart building integration

Design supervision and art direction

Signage, and environmental graphics

Design consultancy for renovations



Villas and Private Construction

Commercial Construction

Steel Construction

Renovation and remodeling

Turnkey Projects

ALSEDDAH
HOTEL & OFFICE FURNITURE

Hotel Furniture

Villas Furniture

Office Furniture

Building Furniture

Outdoor Furniture

Your Trusted Strategic Partner



خدمات السباكة

خدمات التكييف والتهوية (HVAC)

تنسيق الحدائق

مكافحة الآفات



حلول الأتمتة

حلول تكنولوجيا المعلومات

حلول الأمن

حلول الطاقة



تحليل السوق

استراتيجيات التسويق

خطة التسويق

بناء الهوية البصرية

إعادة بناء العلامة التجارية



Smart
Building

Smart Building means smart in everything: in the materials we choose, in the precision of our planning to reduce waste, and in the full integration of automation — for an efficient, connected, and intelligent experience.



Not just designs but reflections of your identity

With threads of art and expertise, we transform vision into a reality that reflects you.



From Concept to Completion

Under ONE Umbrella



Built
on Trust

We execute residential and commercial construction projects with high quality and efficiency, through smart and integrated solutions that ensure on-time delivery while meeting the highest sustainability standards.



Steel
Construction

Whether in steel or concrete, we build based on what your project needs — with quality, precision, and durability.



Solid Foundations
Timeless Structures

Concrete construction ensures reliable strength and durability, creating structures built to stand the test of time.





We transform every land into a refuge of harmony, where silence inspires, beauty welcomes... and the soul rediscovers its poet and sage within.

Every Garden
Holds beauty







We shape the soul of the land with signature design, smart construction, and refined landscaping — creating spaces where beauty and serenity come together.



Quality Construction
begins at the base

We use advanced insulation materials that strengthen the structure, prevent moisture, and boost energy efficiency—ensuring durable, comfortable buildings that stand out from the competition.



Smarter
at the Core

Smart from the start — our buildings are automated, energy-efficient, and intelligently designed to lead the future of living and working.



Where Relaxation
Meets Engineering

Our pools combine advanced engineering and precision design with high-quality materials and smart systems to ensure durability, efficient water management, and lasting performance.



Italian

You can feel it

Italian design and craftsmanship come together to create bedrooms that blend timeless elegance with superior quality, offering a luxurious and comfortable sanctuary.



Quality

Has a Name

With over 20 years of experience furnishing hotels, villas, offices, and private residences, Alseddah stands for timeless Italian style, refined materials, and flawless finishing.



Elegant
Furniture

Office furniture crafted with exceptional quality and innovative design, creating functional, ergonomic, and inspiring workspaces that enhance productivity and comfort.



Our Clients

- Preventive Maintenance Contract for HVAC Systems
- Comprehensive Facilities Management Contract
- Civil Works and Renovation Services
- Swimming pools Maintenance & supplier



Jordan - Aqaba

Mechanical, Electrical & Plumbing

Our Clients

- Design and Engineering Consultancy
- HVAC Systems – Heating, Ventilation & Air Conditioning
- Electrical Installations and Lighting Systems
- Plumbing and Fire Protection Systems.



Jordan - Aqaba

Gypsum Board & civil works

Our Clients

- Painting Works: Interior and Exterior
- Preventive and Corrective Maintenance Services
- Comprehensive Facilities Management Contract
- Civil Works and Renovation Works

Kyriad HOTEL
Salalah

Our **Projects**











Mechanical, Electrical & Plumbing

Our Clients







Hotel Andalus
Dubai

Our Clients



Hotel Waldorf Astoria
Lusail

Our Clients



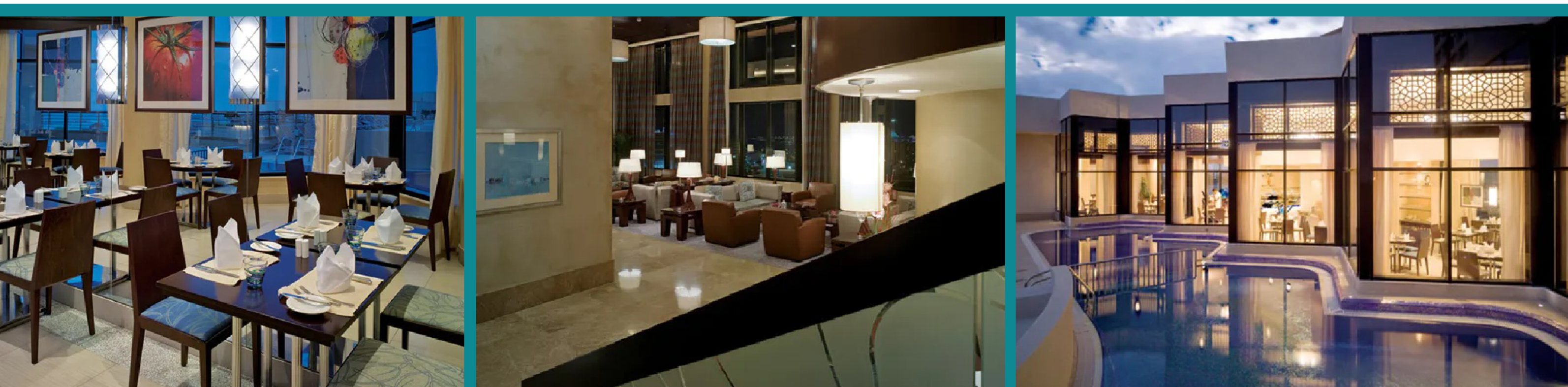


Hotel Ezdan
Doha

Our Clients

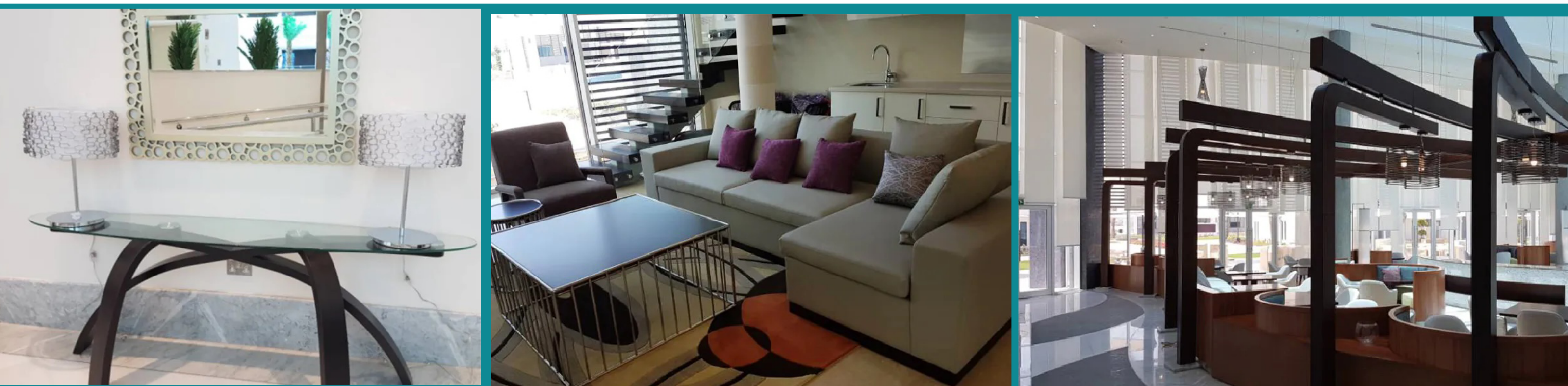


InterContinental Hotel
Abu Dhabi



Al Osaimi Resort
Al Jumairah

Our Clients



La Hotel Shangri
Abu Dhabi

Our Clients



Raffles Hotel
Dubai

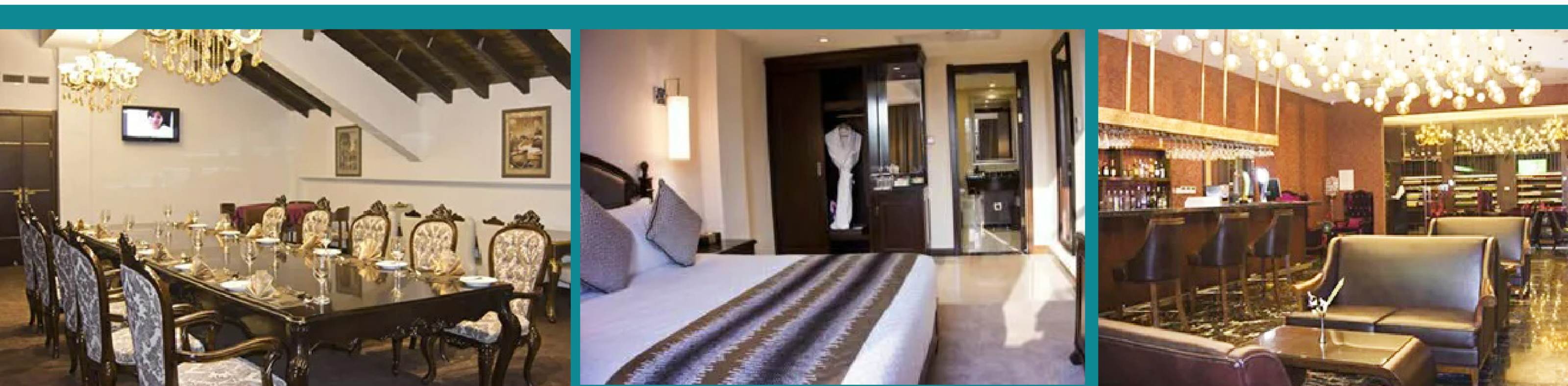
Our Clients





Tang Palace Hotel
Ghana

Our Clients



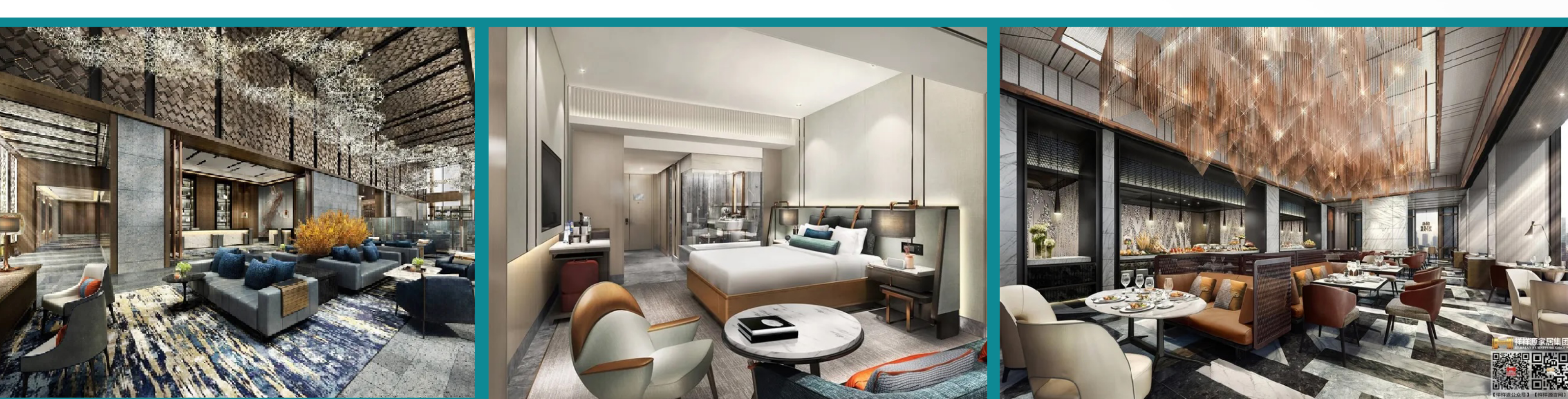
Waldorf Hotel
Palm Jumeirah

Our Clients



Mesm Tokyo
Autograph Collection

Our Clients





- Painting Works: Interior and Exterior
- Civil Works and Renovation Works
- Office Furniture renovation

Our Clients


وزارة الطاقة والمعادن
Ministry of Energy & Minerals


وزارة القوى العاملة
Ministry of Manpower


وزارة المالية
Ministry of Finance


Ministry of
Manpower


جهاز الضرائب
TAX AUTHORITY


شركة ظفار لتوليد الكهرباء
Dhofar Generating Company

Our Clients


المركز التجاري
السعادة
Al-Saada
Commercial Center


ميناء صلالة
Port of Salalah


Raysut Cement Company


نماء
nama
لخدمات المياه
WATER SERVICES



The Trust We Proudly Earned

شـــركـــة ريســـوت للأسمنت (ش.م.ع.ع)

Raysut Cement Company (S.A.O.G.)



30.12.2014

To whomsoever it may Concern

This is to certify that M/s. Al-Seddah Company for Decoration and Office Furniture has carried out the Furniture, Glass and Gypsum partitions and decoration works project for our new offices located at Al-Sahwa Building. The work has been achieved as per the required and agreed specifications. Their work has been accomplished with required quality.

This certificate has been given on the request of Al-Seddah Company for Furniture without any responsibility on the part of RCC.

Best Regards

Abdullah Hussain Saif

The Trust We Proudly Earned



To:

Mr. Firas Nassar
Al Seddah Co.

Ref: MSS/01/2015/SLL.

Date: 05/01/2015

A note of Appreciation

Dear Mr. Firas,

This is to draw a line of appreciation for your company's professional accomplishment of our First and Business class lounge refurbishment at current Salalah Airport in the year 2013.

The work was well done and highly met our requirements. We wish you all the very best with your future projects.

Regards

Yaqoob Alaufi
Manager Stations Support
Oman Air



The Trust We Proudly Earned

Letter of Recommendation for Al Seddah Decor

To Whom It May Concern:

This letter is written with the highest recommendation for Al Seddah Décor. Crowne Plaza Resort Salalah is one of the many clients who have worked with Al Seddah Decor on a number of projects including our 16 Villas renovation and 01 meeting room upgrade. They provide quality work at a fair price, well organized and consistently delivers on schedule quality services and products. They are also willing to work with us to establish priorities, scheduling and best practices for difficulties encountered along the way.

Since my earliest involvement with the Manager, Mr. Firas Saffarini, I have found their company to be outstanding in many ways. Their representation to all clients has always been fair, courteous and above all, professional in every respect.

For anyone looking for interior design and contracting services, bringing Al Seddah Decor onto the team is one of the smartest moves any organization could make to ensure a successful project completion.

Sincerely,



Manuel Levonian
General Manager

December 30, 2014

The Trust We Proudly Earned



شركة صلالة للخرسانة الجاهزة ش.م.م

SALALAH READY MIX CO. LLC



December 26, 2013

To whom this may concern:

This letter is written to state that AL SEDOAH DECOR has worked with us in our company.

They have rendered services in design concepts and actual execution and supply of works. From the initial ideas to the final output, in accordance to our requirements and needs.

I am further adding in this recommendation that we were very satisfied with their work and their prices.

I am personally recommending AL SEDOAH DECOR

Sincerely,

GENERAL MANAGER
WALEED ZRIKAT
SALALAH READYMIX CO
TEL: 23212754,23214766
FAX:23212755,23210503

The Trust We Proudly Earned

صندوق الحماية الإجتماعية



The Trust We Proudly Earned

غرفة التجارة والصناعة

شكر وتقدير

الفاضل / سفاريني للتجارة ش.م.م (السدة للديكور) المحترم

يسرنا أن نتوجه لكم بالشكر والتقدير على ماقدمتموه من رعاية

لغرفة التجارة و الصناعة بمحافظة ظفار

مع أطيب التمنيات لكم بالتوفيق والنجاح

Chamber of Commerce and Industry

عبدالله بن سالم مخاد الرواس
رئيس غرفة التجارة و الصناعة
بمحافظة ظفار

التاريخ : 27 أكتوبر 2013



The Trust We Proudly Earned

Sultanate of Oman
Ministry of Manpower
Directorste Gesersl of Manpower
Coversorate of Dbofsr



سلطنة عمان
وزارة القوى العاملة
المديرية العامة للقوى العاملة
بمحافظة ظفار

التاريخ/١١/١/٢٠١٥م

لمن يهمه الأمر

تود المديريه العامه للقوى العامله بمحافظة ظفار الإفادة بان شركة السدة للديكور والمسجله تحت اسم سفاريني للتجارة بانها قد قامت بتنفيذ اعمال القواطع الزجاجيه مع الستائر وأعمال الديكور والأصباغ وأعمال صيانة الرخام والتلميع لمكاتب المديرية هي مكتب المدير العام ، قاعة الأجتماعات قاعة إنتظار المراجعين ، مكتب المدير العام المساعد ، مكتب مدير دائرة الشؤون الإدارية والمالية ، مكتب مدير دائرة التشغيل وتراخيص العمل كما نفيدكم بانها قامت بالأعمال بشكل إحترافي لتميزها بالكادر الهندسي بدقة التفاصيل وكادر القوى العاملة الوافدة الذي يتميز ايضا بجودة العمل وانه تم انهاء كافة الأعمال حسب الأتفاق والوقت المحدد وفق أوامر التشغيل الصادرة من الوزارة مقارنة بالسعر وعلى هذا اصدرانا لهم هذه الشهادة شكر من المديرية العامة للقوى العاملة بمحافظة ظفار على الجهود والتعاون معنا بهذه الأعمال السابق ذكرها .

خالد بن حمد بن حمود الرواحي

المديـــــــر العام




OMAN - MUSCAT - SALALAH


ITALY - FLORENCE


CHINA- GUANGZHOU

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